

## Message Text

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PAGE 01 STATE 017674  
ORIGIN COME-00

INFO OCT-01 AF-10 ISO-00 EB-08 SIG-02 MMO-04 SS-15  
STR-06 XMB-04 AID-05 NSC-05 TRSE-00 CIAE-00  
INR-07 NSAE-00 DOTE-00 OTPE-00 /067 R

DRAFTED BY COM/BED/OIM/CMARINO/CRC/JK  
APPROVED BY EB/OCA/ALZUCCA  
COM/BED/OIM/RGARNITZ  
STATE/OCA/AZUCCA  
STATE/AF/EPS/JWHITE

-----111403 240629Z /20

R 232119Z JAN 78  
FM SECSTATE WASHDC  
TO AMEMBASSY ABIDJAN  
AMEMBASSY ACCRA  
AMEMBASSY ADDIS ABABA  
AMEMBASSY ANTANANARIVO  
AMEMBASSY BAMAKO  
AMEMBASSY BANGUI  
AMEMBASSY BANJUL  
AMEMBASSY BUJUMBURA  
AMCONSUL BUKAVU  
AMCONSUL CAPE TOWN  
AMEMBASSY CONAKRY  
AMEMBASSY DAKAR  
AMEMBASSY DAR ES SALAAM  
AMCONSUL DOUALA  
AMCONSUL DURBAN  
AMEMBASSY FREETOWN  
AMEMBASSY GABORONE  
AMCONSUL IBADAN  
AMEMBASSY KHARTOUM  
AMEMBASSY KIGALI  
AMEMBASSY KINSHASA  
AMEMBASSY LAGOS  
AMEMBASSY LIBREVILLE  
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AMEMBASSY LILONGWE  
AMEMBASSY LOME  
AMCONSUL LUBUMBASHI  
AMEMBASSY LUSAKA  
AMEMBASSY MAPUTO  
AMEMBASSY MASERU  
AMEMBASSY MBABANE

AMEMBASSY MONROVIA  
AMEMBASSY NAIROBI  
AMEMBASSY NDJAMENA  
AMEMBASSY NIAMEY  
AMEMBASSY NOUAKCHOTT  
AMEMBASSY OUAGADOUGOU  
AMEMBASSY PRETORIA  
AMEMBASSY YAOUNDE

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E.O. 11652: N/A

TAGS: BEXP, XA

SUBJECT:DRAFT AGENDA FOR AFRICAN COMMERCIAL OFFICERS  
CONFERENCE, FEBRUARY 20-24, 1978, NAIROBI, KENYA

1. FOLLOWING IS DRAFT AGENDA FOR SUBJECT CONFERENCE AS IT  
NOW STANDS AND IS NOT REPEAT NOT TO BE CONSIDERED FINAL.  
THE APPROVED FINAL AGENDA WILL BE INCLUDED IN CONFERENCE  
KIT WHICH PARTICIPANTS WILL RECEIVE UPON ARRIVAL. THOSE  
AGENDA ITEMS SUGGESTED BY POSTS BUT NOT SELECTED AS SEPA-  
RATE TOPICS WILL BE COVERED IN GENERAL DISCUSSION PERIOD  
FEBRUARY 24, 1978, 1045-1130.

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2. MONDAY, FEBRUARY 20, 1978

1830-2000 ICEBREAKER RECEPTION -- HOSTED BY AMBASSADOR.

3. TUESDAY, FEBRUARY 21, 1978

CO-CHAIRMAN: RICHARD GARNITZ, DIRECTOR, OFFICE OF  
INTERNATIONAL MARKETING, U.S. DEPARTMENT OF COMMERCE.

0815-0830 -- CO-CHAIRMAN CALLS CONFERENCE TO ORDER,  
WASHINGTON DELEGATES INTRODUCED, ADMINISTRATIVE

ANNOUNCEMENTS.

0830-0845 -- WELCOMING REMARKS -- AMBASSADOR.

0845-0915 -- RECENT COMMERCIAL DEVELOPMENTS, STATE  
DEPARTMENT PERSPECTIVES: POLICIES AND PROGRAMS. JOEL  
BILLER, DEPUTY ASSISTANT SECRETARY FOR TRANSPORTATION,  
TELECOMMUNICATIONS AND COMMERCIAL AFFAIRS, U.S. DEPARTMENT  
OF STATE.

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0915-0930 -- QUESTIONS AND ANSWERS

0930-1000 -- THE NEW INDUSTRY AND TRADE ADMINISTRATION:  
NEW DIRECTIONS, LISBETH KAMBORIAN GODLEY, DEPUTY  
ASSISTANT SECRETARY FOR ADMINISTRATION AND LEGISLATIVE  
POLICY, U.S. DEPARTMENT OF COMMERCE.

1000-1030 -- QUESTIONS AND ANSWERS

1030-1100 -- BREAK -- GROUP PHOTOGRAPH

1100-1130 -- HOW THE UNITED STATES GOVERNMENT SHOULD  
APPROACH THE EXPECTED MULTI-BILLION DOLLAR TRADE DEFICIT.  
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W. DEAN MORAN, DEPUTY ASSISTANT SECRETARY FOR EXPORT  
DEVELOPMENT.

1130-1200 -- QUESTIONS AND ANSWERS

1200-1230 -- ROLE OF THE BUREAU OF ECONOMIC AND BUSINESS  
AFFAIRS IN EXPORT PROMOTION. ALBERT L. ZUCCA, DIRECTOR,  
OFFICE OF COMMERCIAL AFFAIRS, U.S. DEPARTMENT OF STATE.

1230-1300 -- QUESTIONS AND ANSWERS

1300-1430 -- LUNCH

1430-1500 -- U.S. ECONOMIC POLICY TOWARD AFRICA,  
CARL C. CUNDIFF, DIRECTOR, ECONOMIC POLICY STAFF FOR  
AFRICA, U.S. DEPARTMENT OF STATE.

1500-1530 -- QUESTIONS AND ANSWERS

1530-1545 -- BREAK

1545-1615 -- U.S. TRADE POLICY AND GATT NEGOTIATIONS,  
LOUIS J. MURPHY, ACTING DIRECTOR, OFFICE OF INTERNATIONAL  
POLICY AND RESEARCH, U.S. DEPARTMENT OF COMMERCE.

1615-1630 -- QUESTIONS AND ANSWERS

1630-1700 -- COMMERCE'S NEW OFFICE OF COUNTRY AFFAIRS.  
ROBERT SIMPSON, DIRECTOR, OFFICE OF COUNTRY AFFAIRS,  
BUREAU OF INTERNATIONAL ECONOMIC POLICY AND RESEARCH.

1700-1730 -- QUESTIONS AND ANSWERS

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4. WEDNESDAY, FEBRUARY 22, 1978

CO-CHAIRMAN: ALBERT L. ZUCCA

0820-0830 -- CO-CHAIRMAN CALLS CONFERENCE TO ORDER,  
ADMINISTRATIVE ANNOUNCEMENTS.

0830-0900 -- WHAT THE BUSINESS COMMUNITY NEEDS FROM  
THE COMMERCIAL OFFICER. RICHARD GARNITZ.

0900-0930 -- QUESTIONS AND ANSWERS

0930-1000 -- COMMERCE'S BUREAU OF FIELD OPERATIONS.  
J. RAYMOND DEPAULO, DEPUTY ASSISTANT SECRETARY FOR FIELD  
OPERATIONS.

1000-1030 -- QUESTIONS AND ANSWERS

1030-1045 -- BREAK

1045-1115 -- PRESENTATION OF NEW DOMESTIC EXPORT  
STIMULATION PROGRAMS. MERRITT FREEMAN, DIRECTOR, OFFICE  
OF EXPORT DEVELOPMENT, U.S. DEPARTMENT OF COMMERCE.

1115-1200 -- WORKSHOPS ON PROGRAMS OF THE OFFICE OF  
EXPORT DEVELOPMENT:

A. WORKSHOPS ON INFORMATION PROGRAMS --

1. WORLD TRADERS' DATA REPORTS
2. FOREIGN TRADER INDEX
3. AGENT/DISTRIBUTOR SERVICE
4. TRADE INQUIRIES AND DISPUTES
5. EXPORTER/AGENT INFORMATION SYSTEM

B. WORKSHOP ON SELLING U.S. PRODUCTS AND SERVICES --

1. MAJOR PROJECTS

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2. MAJOR PRODUCTS/INVESTMENT OPPORTUNITIES
3. TRADE OPPORTUNITIES PROGRAM
4. FOREIGN BUYERS' PROGRAM

1200-1300 -- REPORTS OF THE WORKSHOPS AND FULL GROUP  
DISCUSSION.

1300-1430 -- LUNCH

1430-1500 -- NEW EXPORT PROMOTION PROGRAMS AND DIRECTIONS. RICHARD GARNITZ.

1500-1530 -- QUESTIONS AND ANSWERS

1530-1545 -- BREAK

1545-1700 -- WORKSHOPS ON THE OVERSEAS PROGRAMS OF THE BUREAU OF EXPORT DEVELOPMENT: (A) WORKSHOP ON TRADE PROMOTION EVENT PROGRAMS; (B) WORKSHOP ON INFORMATION AND LIAISON PROGRAMS.

1700-1800 -- REPORTS OF THE WORKSHOPS AND FULL GROUP DISCUSSION.

5. THURSDAY, FEBRUARY 23, 1978

CO-CHAIRMAN: RICHARD GARNITZ

0825-0830 -- CO-CHAIRMAN CALLS CONFERENCE TO ORDER, ADMINISTRATIVE ANNOUNCEMENTS.

0830-0900 -- U.S. TRADE WITH AFRICA: PROSPECTS AND EXPORT PROMOTION PLANS, MAX MILES, COUNTRY MARKETING UNCLASSIFIED

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MANAGER FOR AFRICA, U.S. DEPARTMENT OF COMMERCE.

0900-0930 -- QUESTIONS AND ANSWERS

0930-1030 -- PANEL OF THE WHOLE NO. 1: PROGRAMS AND PROBLEMS AFFECTING SMALL POSTS AND CONSTITUENT POSTS.

1030-1045 -- BREAK

1045-1200 -- PANEL OF THE WHOLE NO. 2: DEVELOPING TRADE AND OTHER CONTACTS IN THE MARKETPLACE.

1200-1330 -- LUNCH

1330-1500 -- PANEL OF THE WHOLE NO. 3: GENERAL MANAGEMENT OF THE COMMERCIAL SECTION--INCLUDING COUNTRY COMMERCIAL PROGRAMS AND COMMERCIAL ACTION PROGRAMS.

(A) LARGE POSTS; (B) SMALL POSTS.

1500-1545 -- PANEL OF THE WHOLE NO. 4: ROLE OF THE COMMERCIAL OFFICER IN ASSISTING THE HOST NATIONS TO

FORMULATE LONG-RANGE MARKETING PLANS.

1545-1600 -- BREAK

1600-1700 -- PANEL OF U.S. EXPORT FINANCING.  
(A) FCIA; (B) EX-IM BANK; (C) LOCAL BANK.

1700-1730 -- QUESTIONS AND ANSWERS

1730-1830 -- PANEL OF THE WHOLE NO. 5: USE OF  
LOCALS IN DEVELOPING NATION POSTS.

6. FRIDAY, FEBRUARY 24, 1978

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CO-CHAIRMAN: ALBERT L. ZUCCA

0825-0830 -- CO-CHAIRMAN CALLS CONFERENCE TO ORDER.

0830-0900 -- POTENTIAL USE OF REIMBRUSEABLE DEVELOP-  
MENT PROGRAM IN AFRICA. NICHOLAS HOLLIS, ASSISTANT  
COORDINATOR FOR MARKETING AND PROMOTION, OFFICE OF  
REIMBURSABLE DEVELOPMENT PROGRAMS, AGENCY FOR INTER-  
NATIONAL DEVELOPMENT.

0900-0930 -- QUESTIONS AND ANSWERS

0930-1000 -- COMMERCE RELATIONSHIPS WITH STATE:  
POLICY AND MANAGERIAL ASPECTS. BETTY D. NEUHART,  
DIRECTOR, COMMERCIAL REPRESENTATION STAFF, U.S. DEPART-  
MENT OF COMMERCE.

1000-1030 -- QUESTIONS AND ANSWERS

1030-1045 -- BREAK

1045-1130 -- DISCUSSION OF TOPICS NOT PREVIOUSLY  
COVERED, I.E., BOYCOTT QUESTION, REPORTING, MARKET  
RESEARCH, INDIVIDUAL POST PROBLEMS, ETC.

1130-1200 -- OFFICIAL CONFERENCE ADJOURNMENT

1200-1430 -- LUNCH

1430 INDIVIDUAL SUB-AREA MEETINGS (OPTIONAL) VANCE

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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
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20 Mar 2014  
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